

	Week Commencing	Task	Other Info
1	18 th November	<p>Initial Ideas – your one clear direction for your campaign brief should be developing well by now.... What are you selling/promoting, who are you selling or promoting this to? Why? Be clear about what your brand/product is and try a variety of platforms....</p> <p>Brand - Logo, typography, name/identity...</p> <p>Platforms/material – billboards, online – website/social media, film, merchandise, gorilla campaign....</p>	
2	25 th November	Initial Ideas – Be clear about what your brand/product is and try a variety of platforms....	
3	2 nd December	<p>Commence final piece development – Write out a plan of all the things you will need for your final pieces – this means that you will need to ensure you have practiced and fully explored all possibilities for your brand identity. Work on many compositions for each platform. Experiment with all possibilities – using a wide range of materials and processes to produce pages of exciting development exploration.</p>	Mocks commence for other subjects
4	9 th December	Final Development of chosen idea – Work on many compositions for each platform. Experiment with all possibilities – using a wide range of materials and processes to produce pages of exciting development exploration.	Mocks for other subjects
5	16 th December	Final Development of chosen idea – Discuss material or media requirements for final pieces with technicians. Orders must be in before Wednesday of this week. Also ensure you are aware of what you need to take away over the xmas break (work will need to be produced during this period if you are going to be successful!!)	Mocks for other subjects Final Version of Essay is due in
6	23 rd December	Development of Final idea – continue to try out ideas on different media platforms. Double check your project is fully up to date including all annotation. Recap AO1,2,3,4 – have you evidence for all of them?	
7	30 th December	Development of Final idea – continue to try out ideas on different media platforms. Double check your project is fully up to date including all annotation. Recap AO1,2,3,4 – have you evidence for all of them?	
8	6 th January	Plan, discuss and practice your final outcomes. Check you have all materials and media you require for final outcomes – see technician. Commence making of final outcomes if possible	
9	13 th January	Commence making of final outcomes –lessons and free periods	
10	20 th January	Commence making of final outcomes –lessons and free periods	
11	27 th January	Final outcome ends – Exam session will be this week (still waiting for final decision regarding exact amount of time). Ensure all your projects from the whole 2 year course are fully completed, in school, and ready to be assessed. We will only make the decision to enter / not enter the first project after we have marked your coursework in its entirety.	Graphics exam session (5-10 hours tbc)
12	3 rd February	Exam Unit Starts	Coursework marked